

## REMARKS

Upon entry of the foregoing amendment, claims 2, 7 and 11-20 will be pending. Claims 2 and 7 have been amended for clarity. Claims 19 and 20 have been added. Claims 2 and 7 are independent claims.

Claims 2, 7 and 11-18 stand rejected under 35 U.S.C. 103(a) as allegedly being obvious over U.S. Patent Publication No. 200210019817 to Matsui et al. (“Matsui”) in view of U.S. Patent Publication No. 200110037294 to Freishtat et al. (“Freishtat”).

The cited references nowhere teach identifying an information disclosing person by using commodity provision information on a specific commodity as a key, as claimed. Matsui does not address *commodity provision information on a specific commodity* being used as a key at all. And, Freishtat does not disclose this feature either.

Rather, Freishtat merely extracts and publishes information from information providers. The Freishtat system uses a user’s *permission and verification data* for accessing information from the information providers (see Freishtat, paras. [0019], [0063]). With the user verification data, the system then uses a proxy to act as a user to extract data from data stores of the information providers (see Freishtat, para. [0141]). Thus, in Freishtat, *user verification data*, not commodity provision information, is used to distinguish a user to information providers.

The office action suggests that the extracted data of Freishtat is what identifies a user. (Office Action dated December 3, 2009, p. 11). However, Freishtat never identifies anyone based on the extracted data. Instead, the extracted data is only used for being displayed. In fact, as discussed above, the user in Freishtat is identified by the user’s *permission and verification data* before the extracted data is ever even extracted.

Accordingly, Applicant respectfully submits that independent claims 2 and 7 patentably define over the asserted references, and that dependent claims 11-20 also patentably define over the asserted references, at least by virtue of their ultimate dependency from patentable independent claims.

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**PATENT**

## **CONCLUSION**

In view of the above amendments and remarks, Applicant respectfully submits that the present application is in condition for allowance. Applicant respectfully requests reconsideration of the application and Notice of Allowance for claims 2, 7 and 11-20. The Examiner is encouraged to contact Applicant's undersigned representative, Michael Koptiw, at 215-564-8379 if the Examiner cannot allow the claims for any reason.

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